

Message Text

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PAGE 01 BELGRA 00036 050804Z

17

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 024585

R 050711Z JAN 74

FM AMEMBASSY BELGRADE

TO USDOC WASHDC

INFO SECSTATE WASHDC 8128

UNCLAS BELGRADE 0036

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: NOVI SAD AGRICULTURAL FAIR: STATUS REPORT

REF: A. USDOC 103 B. JOHNSON-VAN GESSEL LETTER, NOVEMBER 28, 1973

1. GREATLY APPRECIATE YOUR COOPERATION. EMBASSY HAS SENT FURTHER INFORMATION TO ALL INTERESTED FIRMS.

2. WE ARE PRESENTLY WORKING OUT FINAL COST ESTIMATES WITH THE NOV SAD FAIR AUTHORITY, WHICH FOR SAKE OF PRICE AND EFFICIENCY, WILL UNDERTAKE ALL CONSTRUCTION. WE ARE NOT PLANNING UTILIZE INTERPUBLIK ZAGREB AS FAIR AUTHORITY HAS COMPLETE FACILITIES.

3. U.S. FIRMS WILL ENTER INTO CONTRACT WITH FAIR AUTHORITY DIRECT. EMBASSY WILL ACT AS MIDDLEMAN. HOWEVER, WE WILL HAVE TO ASSESS SOME ADDITIONAL CHARGES FOR PROMOTIONAL BACKSTOPPING, INCLUDING ENTERTAINMENT, BROCHURES ETC. ALL PROMOTIONAL ACTIVITY RELATING TO U.S. PAVILION WILL BE POST'S RESPONSIBILITY WITH ASSISTANCE AMCONGEN ZAGREB. WE ARE COORDINATING THIS WITH AGATT, USIS AND THE CHAMBER.

4. TO DATE FOLLOWING FIRMS ARE DEFINITELY INTERESTED IN EXHIBITING - INTERNATIONAL HARVESTER, JOHN DEERE, PIPER AIRCRAFT INTERNATIONAL, CARGILL, HINDS INTERNATIONAL, HESSTON. IN ADDITION, USDA COOPERATORS - AMERICAN SOYA BEAN INSTITUTE, NATIONAL RENDERERS ASSOCIATION, U.S. FEED GRAIN COUNCIL AND POSSIBLY OTHERS ARE PLANNING TO MOUNT JOINT EXHIBIT WITHIN THE PAVILION.

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PAGE 02 BELGRA 00036 050804Z

5. REQUEST STATUS REPORT ON OUR REQUEST FOR EXHIBITS MANAGER

FOR PERIOD 3 MONTHS IN ADVANCE OF FAIR (REF B).
JOHNSON

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NNN

Message Attributes

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Disposition Event:
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